Walla Walla County

Quit Line Data Summary January 1 - March 31, 2004

| January 1 - March 31, 2004 | Country | Ctata |
|---|---------------|-------------------------|
| Number of Calle to Quit Line | County | State |
| Number of Calls to Quit Line Percent of Statewide Calls | N = 19 | N = 3,363 100.0% |
| | 0.7% | |
| Percent of State Population in County ¹ | 0.9% | 100.0% |
| | County % | State % |
| Gender | N = 19 | N = 2,906 |
| Female | 57.9% | 64.2% |
| Male | 42.1% | 35.8% |
| Race/Ethnicity | N = 16 | N = 2,468 |
| People of Color | 31.2% | 13.1% |
| White | 68.8% | 86.9% |
| Age | N = 16 | N = 2,642 |
| Less than 18 years old | 0.0% | 1.1% |
| 18 - 24 years old | 12.5% | 15.2% |
| 25 - 34 years old | 18.8% | 23.1% |
| 35 - 44 years old | 25.0% | 24.6% |
| 45 years and older | 43.8% | 36.0% |
| Education | N = 16 | N = 2,581 |
| Did not graduate high school | 18.8% | 19.0% |
| High school graduate | 37.5% | 36.0% |
| Some college/vocational school | 43.8% | 36.4% |
| College graduate | 0.0% | 8.6% |
| Caller Type | N = 19 | N = 3,052 |
| General Information | 0.0% | 12.6% |
| Health care provider | 5.3% | 3.6% |
| Tobacco user | 94.7% | 83.8% |
| Payer Type | N = 17 | N = 2,005 |
| Insured | 41.2% | 31.2% |
| Uninsured | 35.3% | 29.4% |
| Medicaid | 23.5% | 39.4% |
| Heard About | N = 17 | N = 2,412 |
| Past caller | 0.0% | 15.7% |
| Employer/worksite | 0.0% | 1.2% |
| Health care provider | 64.7% | 31.8% |
| Television | 5.9% | 11.9% |
| Outdoor advertisement (billboard/bus/wall) | 0.0% | 1.8% |
| Targeted mailing | 0.0% | 0.1% |
| Great Start | 0.0% | 0.2% |
| Radio | 0.0% 0.0% | 1.8% 0.7% |
| Newspaper/Magazine Brochure/Newsletter | 0.0% | 5.4% |
| | 23.5% | 5.4% 22.7% |
| Family or friend | 23.5% 5.9% | 22.7% 5.4% |
| Health Department School | 5.9% 0.0% | 5.4% 1.4% |
| JUIUUI | 0.070 | 1.4% |

Source: Washington State Department of Health Tobacco Prevention and Control

Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

^{*} Rate not calculated because number of calls was less than 5.